

PORTLAND, OREGON

NOV. 16, 1992

RETAIL PRICE BEFORE TAX

## MARLBORO KING

## LOWEST PRICE BRAND

	PACK	CARTON		PACK	CARTON
SUPER MARKETS					
MEAN	2.21	17.77		1.41	11.09
MEDIAN	2.20	17.99		1.35	10.99
MODE	2.20	17.99		1.70	11.38
CONVENIENCE					
MEAN	2.28	18.76		1.09	10.67
MEDIAN	2.30	17.99/18.79		.99	9.90
MODE	2.10/2.39/2.40	17.99		.99	9.90
DRUG					
MEAN	2.15	18.32		1.48	12.64
MEDIAN	2.10/2.20	17.99		1.50/1.55	11.99
MODE	2.00/2.25	17.99		1.60	11.99
MASS MERCHANDISE					
MEAN	2.13	16.96		1.41	10.26
MEDIAN	2.10/2.17	16.79/17.40		1.28/1.29	9.40/10.14
MODE	NO COMMON PRICE	17.59		NO COMMON PRICE	NO COMMON PRICE
MOM + MOP					
MEAN	2.29	18.48		1.05	10.14
MEDIAN	2.25	17.99		.99	9.90
MODE	2.25	17.99		.99	9.90

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FOR (LHAW) 0.1217.11  
 RETAIL PRICE BEFORE TAX

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PACK		CARTON		PACK		CARTON	
MEAN	2.22	18.09		1.28		10.92	
MEDIAN	2.20	17.99		1.25		10.49	
MODE	2.20	17.99		.99		9.90	
PRICE	FREQUENCY	PRICE	FREQUENCY	PRICE	FREQUENCY	PRICE	FREQUENCY
1.75	2	15.69	1	.79	1	7.90	1
1.99	4	16.39	1	.89	4	8.29	1
2.00	4	16.59	1	.99	29	8.69	1
2.09	3	16.69	1	1.09	2	8.77	1
2.10	7	16.72	1	1.10	1	8.90	3
2.15	16	16.79	1	1.15	1	8.99	1
2.17	1	16.95	3	1.19	1	9.19	1
2.19	2	16.99	1	1.20	5	9.40	1
2.20	25	17.18	1	1.25	7	9.49	3
2.23	1	17.19	4	1.26	1	9.69	4
2.25	10	17.29	1	1.28	1	9.89	3
2.30	4	17.39	5	1.29	2	10.19	1
2.32	1	17.40	1	1.30	3	10.22	1
2.35	1	17.49	2	1.33	1	10.39	1
2.37	6	17.50	1	1.34	3	10.48	5
2.39	1	17.55	1	1.35	2	10.49	1
2.40	6	17.59	3	1.39	4	10.50	1
2.45	1	17.79	1	1.45	4	10.78	1
2.49	1	17.89	1	1.49	1	10.88	2
2.50	1	17.99	34	1.50	2	10.89	1
2.70	2	18.00	1	1.55	1	10.95	2
2.75	1	18.05	1	1.59	1	10.99	4
		18.29	4	1.60	2	11.19	1
		18.45	1	1.69	1	11.38	7
		18.49	2	1.70	12		
		18.59	1	1.72	1		
		18.71	2	1.76	1		
		18.79	4	1.80	3		
		18.90	1	1.93	1		
		18.96	1				
		18.99	3				
		19.19	1				
		19.39	5				
		19.99	1				
		20.00	1				
		22.19	1				
		22.99	1				

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PACK	CARTON	PACK	COUPON	AFTER COUPON	CARTON	COUPON	AFTER COUPON	BRAND
2.20	17.99	1.70	.40	1.30	14.19	3.00	11.19	CAMBRIDGE (P) OLD GOLD (C)
2.20	17.99	1.70	- 3 PACKS \$4.00		9.99			SCOTCH BUY
1.99	18.59	1.49			15.19	4.00	11.19	CAMBRIDGE (P) BEST VALUE (P)
2.20	16.95	1.70			11.39			BEST VALUE
2.20	17.59	1.72			13.84	3.00	10.84	DORAL + STYLE
2.19	16.79	1.93			9.19			BEST BUY
2.35	18.49	1.15			10.99			BEST BUY
2.49	17.99	1.25			12.50			GPC
2.20	17.99	1.70			10.48			SCOTCH BUY
2.00	17.99	1.60			11.99			BASIC
2.15	17.99	1.34			11.49			BEST BUY
2.20	17.99	1.70			10.48			SCOTCH BUY
2.20	17.99	1.70			10.48			SCOTCH BUY
2.40	18.29	1.50			10.99			BEST BUY
2.20	16.95	1.35			11.39			BEST VALU
2.00	17.99	1.60			11.99			BASIC
2.45	22.19	.99			9.90			BASIC
2.09	17.99	1.69			11.39			BASIC
2.15	17.99	1.20			11.19			BLACK + WHI
2.15	17.55	1.35			12.25			BEST VALU
2.15	17.99	.99			10.99			VALUE BAG
2.40	18.79	1.30			11.85			GPC
2.10	18.99	1.25			12.50			PREMIUM B
2.10	18.29	1.39			12.99			BEST VALU
2.10	18.29	1.39			12.99			BEST VALU
2.09	17.99	.89			8.69			AMERICA
1.99	17.99	.99			9.90			BEST VAL
1.99	17.49	1.59			13.49			BASIC
2.00	17.40	.99			9.40			BEST VALU
2.10	18.99	1.55			14.99			GPC
2.20	17.79	1.30			10.99			BASIC

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PACK	CARTON	PACK	COUPON	AFTER COUPON	CARTON	COUPON	AFTER COUPON	BRAND
2.70	17.99	1.20			9.69			BEST VALUE
2.70	17.99	1.20			9.69			BEST VALUE
2.20	16.95	3/4.00			11.39			BEST VALUE
2.10	17.99	.99			8.99			BEST VALUE
2.10	17.59	1.26			10.14			BEST VALUE
2.25	19.19	1.50			11.99			BASIC
2.20	17.29	1.70			10.48			SCOTCH BUY
2.15	—	.89			—			PRIVATE STOCK
1.75	16.39	.89			8.29			BEST BUYING PRIVATE STOCK
2.09	15.69	1.29			8.77			BEST BUY
2.17	16.72	1.28			10.22			BEST VALUE
2.25	—	.99			9.90			BEST VALUE
2.15	17.99	1.70	.30	1.40	9.49			PIGGRAY (P) ALL AMERICAN VALU
2.30	18.45	.99			8.90			BEST VALUE
2.39	17.99	1.70	.30	1.40	14.99	3.00	11.99	CHAMBRIDGE OLD GOLD, AMER.
2.20	17.39	1.34			11.39			BEST VALUE
2.15	17.18	1.25			10.78	1.50	9.28	GPC BEST VALUE
2.15	17.59	1.70	.30	1.40	13.99	3.00	10.99	STERLING
2.25	18.90	.99			8.90			BEST VALUE GPC
2.30	18.49	.99			9.99			BEST VALUE
2.25	17.49	.99			9.49			BEST VALUE
2.30	19.39	.99			9.89			BEST VALL
2.20	17.39	1.34			13.69	3.00	10.69	BEST VALU OLD GOLD CO.
2.15	17.39	1.45			13.69	3.00	10.69	OLD GOLD
2.30	19.39	.99			9.89			BEST VALU
2.15	16.69	1.76			10.39			BEST BUY
2.75	19.99	1.39			13.49			GPC
2.40	20.00	.99			9.90			GPC
2.20	17.19	1.70	(3 FOR 3)		10.48			SCOTCH BL
2.40	—	1.09			—			MARKER
2.20	17.19	1.25			10.98			BLACK TUN

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PACK	CARTON	PACK	COUPON	AFTER COUPON	CARTON	COUPON	AFTER COUPON	BRAND
1.99	16.99	.79			7.90			PYRAMID
2.25	18.05	1.30			11.50			BEST VALUE
2.19	17.19	1.29			9.99			BASIC
2.25	17.99	.99			9.90			HIGHWAY
2.20	17.19	1.70			11.99			SCOTCH BUY
2.15	16.59	1.80			10.89			BEST VALUE
2.20	17.99	.99			9.89			BEST VALUE
2.20	17.99	.99			9.90			GFC BASIC
2.10	17.50	.99			9.90			BEST VALUE
2.20	17.89	1.20			10.50			BEST VALUE
1.75	17.39	.99			9.90			BEST VALUE
2.20	17.99	.99			9.90			BEST VALUE
2.20	17.99	1.25			11.38			SCOTCH BUY
2.40	17.99	.99			9.90			GFC BASIC
2.15	22.99	.89			9.69			BASIC
2.15	18.00	.99			9.90			BASIC
2.25	17.99	.99			9.90			BASIC BEST VALUE
2.25	17.99	.99			9.90			BASIC BEST VALUE
2.25	17.99	.99			9.90			BEST VALUE
2.40	17.99	.99			11.38			SCOTCH BU
2.20	17.99	1.10			10.88			SCOTCH BUY
2.20	17.99	1.25			11.38			SCOTCH BUY
2.25	17.39	.99			8.90			RICHLAND
2.00	17.99	1.25			11.38			SCOTCH BU
2.20	18.29	1.39			10.49			BASIC
2.20	17.99	.99			9.99			FULL FLAVOR
2.15	17.99	1.20			9.69			BLACK+WH
2.23	18.96	.99			9.49			McHARCH
2.50	—	1.19			—			DORAL
2.15	18.71	1.80			13.69			BLACK+WH
—	—	1.80			13.69			BLACK+WH

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PACK	CARTON	PACK	COUPON	AFTER COUPON	CARTON	COUPON	AFTER COUPON	BRAND
2.37	18.99	.99			9.99			MONARCH
2.32	19.39	1.19			10.95			MONARCH
2.37	19.39	1.19			10.95			MONARCH
2.37	19.39	1.09			9.95			MONARCH
2.37	18.79	1.45			11.38			SCOTCH BUY
2.37	18.79	1.45			11.38			SCOTCH BUY
2.37	18.79	1.45			11.38			SCOTCH BUY
AVERAGE	2.22	18.09		1.28			10.92	

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